

Welcome

Before we get started

1. Today's webinar is scheduled to last 1 hour including Q&A
2. Click the CC button for Closed Captions
3. BSL interpretation is available
4. This webinar is being recorded and will be available on the website alongside additional resources within 7 days
5. Say hello in the chat (select "Everyone" from the dropdown) and ask questions using the Q+A button. You can also use the reaction buttons! 🤔 🎉 😊

Ad Grants: Search Ads Strategy for Beginners

Monica Thomas



**Digital Culture
Network**



Digital Culture Network:



[eCommerce and Merchandising · London](#)
[Katherine Brown](#)



Data Analytics and Insight · North West
James Akers



Social Media · South East
Nicola Barratt



[Social Media Marketing · Birmingham](#)
[Katy Farrell](#)



Websites · East Midlands
Andy Leitch

Monica Thomas

- Search Engine Optimisation (SEO)
- Google Ad Grants



1. What are search ads?
2. Building a successful account structure
 - Website:
 - Landing page
 - Conversions
 - Account
 - Campaigns
 - Ad Groups
 - Keywords
 - Ad Copy
3. Q&A

What are Ad Grants?

Free credit of \$329 per day
(approx. \$10k per month)

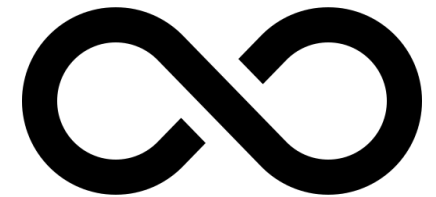
**All Ad Grants accounts, irrespective of where they're based, are set to US Dollars.*



Tackle big challenges
with Google's
technology



**It's a rolling grant. You
don't need to re-apply.**



POLL 1.

**Now for the most
important thing...**

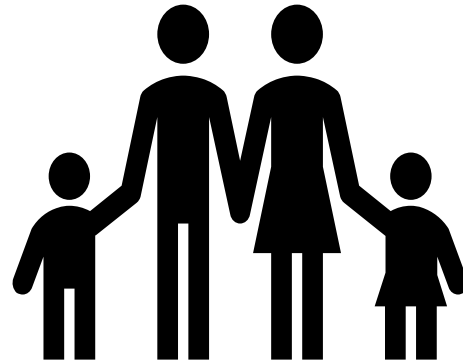
Don't be afraid of Ad Grants

You will not mess it up

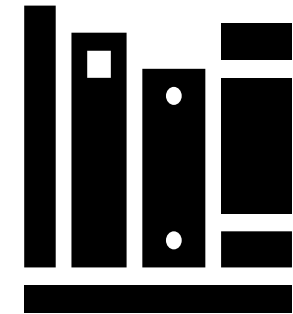
There are three types of Ad Grants Campaigns:



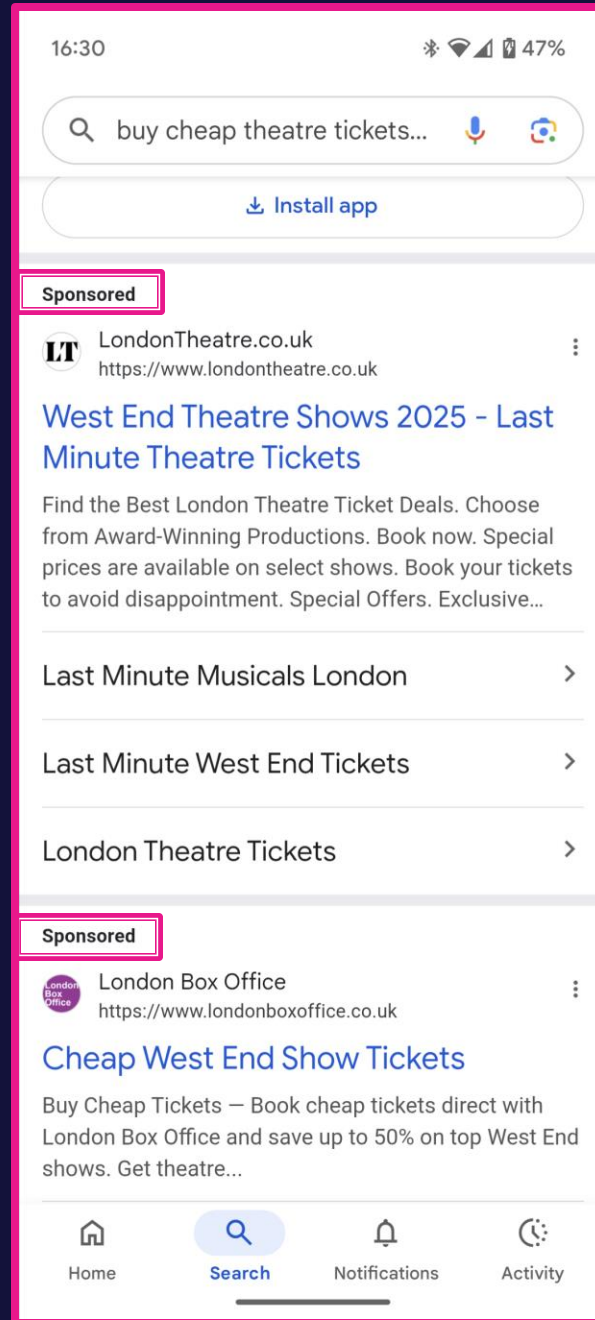
**Search Ads
(keywords)**



**Performance
Max
(audiences)**



**Dynamic
Search Ads
(autopilot)**




**REMEMBER: The user journey
should be seamless**

cheap theatre tickets
london

1. Keyword



Sponsored

 LondonTheatre.co.uk
<https://www.londontheatre.co.uk>

West End Theatre Shows 2025 - Last Minute Theatre Tickets

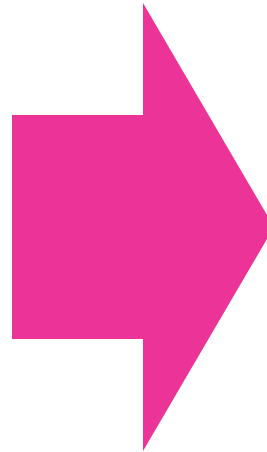
Find the Best London Theatre Ticket Deals. Choose from Award-Winning Productions. Book now. Special prices are available on select shows. Book your tickets to avoid disappointment. Special Offers. Exclusive...

Last Minute Musicals London >

Last Minute West End Tickets >

London Theatre Tickets >

2. Advert



London Theatre


Home / Last-minute theatre tickets


Last-minute theatre tickets

Looking for something tonight? We've got you. Find last-minute tickets to a variety of West End shows. Get your last-minute theatre tickets on London Theatre.

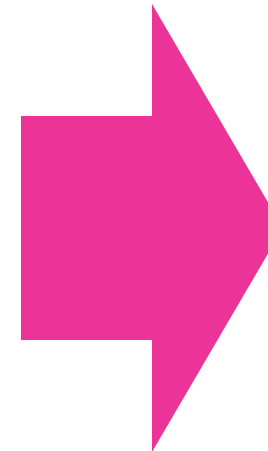
Date ▾ Price ▾ Deals Category ▾

Tonight


 **ABBA Voyage**
ABBA Arena

 **PHANTOM OF THE OPERA**
His Majesty's Theatre

3. Landing page



London Theatre

 **ABBA Voyage**
A concert like no other

London

ABBA Voyage Tickets

This groundbreaking concert takes you on a journey through ABBA's iconic songs and vibrant energy.

[Get tickets](#)

4. Conversion

**Things you need to
check before you even
get to your account.**

**All your Ad Grants efforts are to
get people to your landing page.**

Make sure it's good.

**Does it address all of your
visitors' questions?**

Accessible Performances

We offer a range of Accessible Performances throughout the year which provide unforgettable experiences for everyone, enabling customers who may benefit from additional support to enjoy live theatre in a friendly and welcoming environment.

Audio Described Performances

Audio description offers a live verbal commentary providing information on the visual elements of the performance as it unfolds. It describes action that is essential to an understanding of the plays story, as well as describing the design of the set, facial expressions and visual jokes that a blind or partially sighted member of the audience might otherwise miss. Our audio description operates through a Sennheiser infrared system. Live commentary can be heard through a stethoset style receiver, personal headphones (headphones must have a 3.5mm jack) or via a hearing aid when set to the T position and used in conjunction with our infra-red loop pendant receiver. Read our [Headset Guide](#) for full instructions.

Accessible Performances

- SIX**
Sat 16 Aug 2025, 6pm (BSL & CAP)
Sat 23 Aug 2025, 4pm (AD & pre-show Touch Tour)
- The Lightning Thief – The Percy Jackson Musical**
Sat 30 Aug 2025, 2pm (AD, CAP & pre-show Touch Tour)
- War Horse**
Sat 13 Sep 2025, 2.30pm (AD & pre-show Touch Tour)
Sat 20 Sep 2025, 2.30pm (BSL & CAP)
- Miss Saigon**
Sat 11 Oct 2025, 2.30pm (AD & pre-show Touch Tour)

BSL Interpreted Performances

During a British Sign Language performance, an interpreter will give a sign interpretation of what is being spoken or sung by the actors on stage. The interpreter stands at the front of the stage, to one side, allowing audience members to view both the interpreter and the production. For some performances, the interpreter will be integrated into the performance and will appear alongside the actors.

Relaxed Performances

Relaxed performances are perfect for any theatregoer or family who would benefit from a more relaxed environment. These performances allow for noise and movement in the auditorium, re-entry when needed and a special chill-out space for patrons who may need time away during a show.

Many theatregoers find these performances more relaxing and enjoyable for lots of reasons. This would include families with young children, as well as customers with autism, a learning disability, dementia, anxiety or other medical condition which mean sitting or concentrating for long periods of time without moving can be difficult.

Lighting and special effects are slightly altered, with strobe and flashing lights being removed and very loud noises being dulled or omitted, however the content of the show remains the same. There may be more noise or chatter in the auditorium than for other performances.

Additional facilities such as the relaxed room or TV monitor in the foyer may also be available for individuals who need a break from the auditorium.

View our [Social Story](#) to help you plan your visit and make your theatre experience for everyone.

RSC'S Hamlet

Wed 1 Apr 2026, 7pm (Chilled Performance)
Thu 2 Apr 2026, 7pm (CAP)
Fri 3 Apr 2026, 7pm (BSL)
Sat 4 Apr 2026, 2pm (AD & pre-show Touch Tour)

Priscilla Queen of the Desert

Sat 11 Apr 2026, 2.30pm (CAP)

2:22 A Ghost Story

Sat 18 Apr 2026, 2.30pm (AD, CAP & pre-show Touch Tour)

To Kill A Mockingbird

Sat 25 Apr 2026, 2.30pm (AD, CAP & pre-show Touch Tour)

Matthew Bourne's The Red Shoes

Sat 2 May 2026, 2.30pm (AD & pre-show Touch Tour)

Legally Blonde The Musical

Thu 14 May 2026, 7.30pm (BSL & CAP)
Sat 16 May 2026, 2.30pm (AD & pre-show Touch Tour)

Operation Mincemeat

Sat 27 Jun 2026, 2.30pm (BSL)

Fawley Towers

Thu 2 Jul 2026, 7.30pm (AD, CAP & pre-show Touch Tour)

The Battle

Sat 11 Jul 2026, 2.30pm (BSL & CAP)

The Bodyguard

Thu 30 Jul 2026, 7.30pm (BSL & CAP)

Mrs. Doubtfire

Thu 1 Oct 2026, 7pm (BSL & CAP)
Sat 3 Oct 2026, 2pm (AD & pre-show Touch Tour)

Choose a performance

Accessible Performances

SIX

Sat 16 Aug 2025, 6pm (BSL & CAP)

Sat 23 Aug 2025, 4pm (AD & pre-show Touch Tour)

The Lightning Thief – The Percy Jackson Musical

Sat 30 Aug 2025, 2pm (AD, CAP & pre-show Touch Tour)

War Horse

Sat 13 Sep 2025, 2.30pm (AD & pre-show Touch Tour)

Sat 20 Sep 2025, 2.30pm (BSL & CAP)

Miss Saigon

Sat 11 Oct 2025, 2.30pm (AD & pre-show Touch Tour)

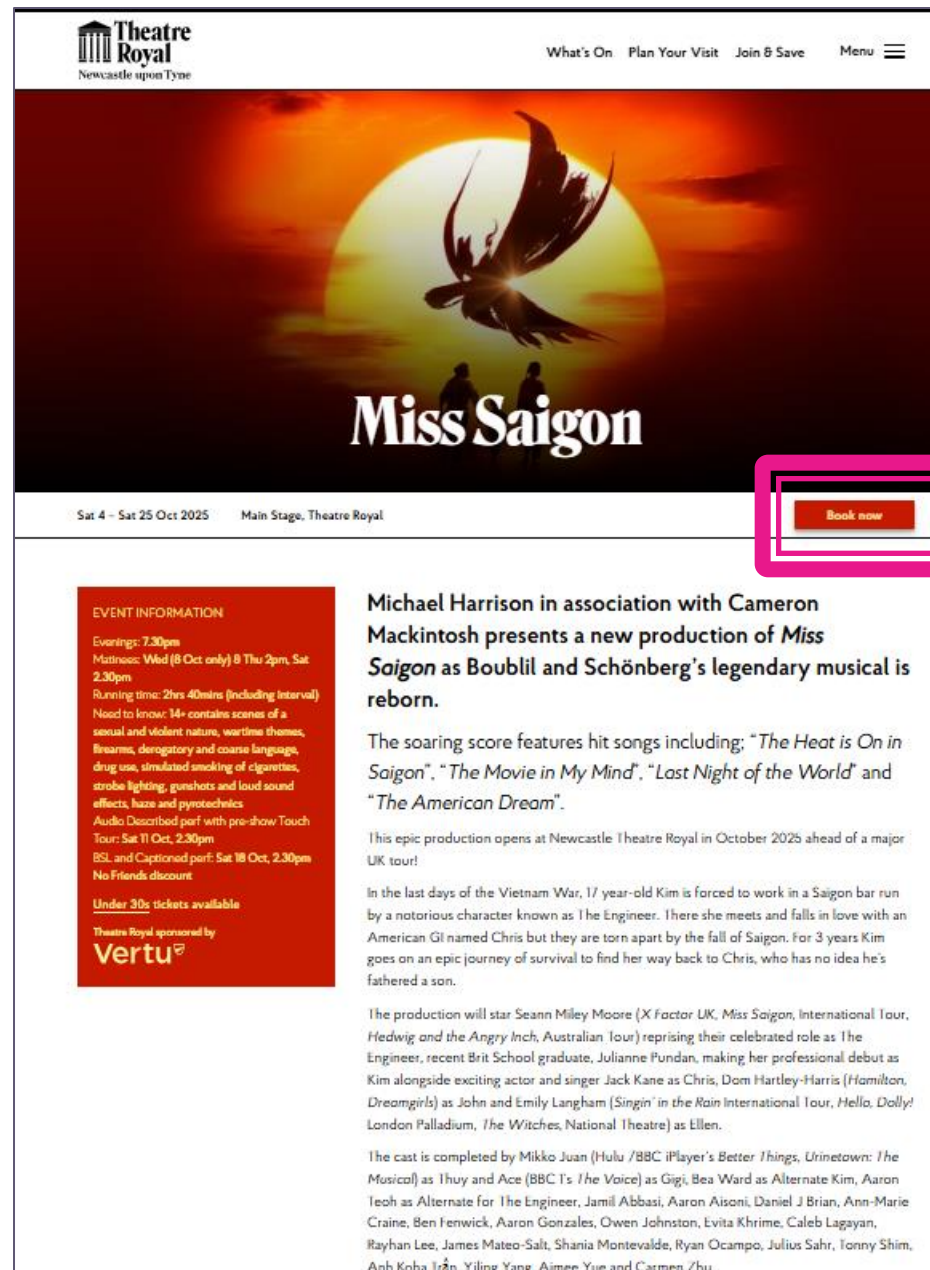
Sat 18 Oct 2025, 2.30pm (BSL & CAP)

Here & Now

Sat 1 Nov 2025, 2.30pm (AD, CAP & pre-show Touch Tour)

Opera North's La bohème

From
landing
page to
conversion
page



Theatre Royal
Newcastle upon Tyne

What's On Plan Your Visit Join & Save Menu

Miss Saigon

Sat 4 – Sat 25 Oct 2025 Main Stage, Theatre Royal

[Book now](#)

EVENT INFORMATION

Evenings: 7.30pm
Matinee: Wed (8 Oct only) @ Thu 2pm, Sat 2.30pm
Running time: 2hrs 40mins (including interval)
Need to know: 14+ contains scenes of a sexual and violent nature, wartime themes, firearms, derogatory and coarse language, drug use, simulated smoking of cigarettes, strobe lighting, gunshots and loud sound effects, haze and pyrotechnics
Audio Described perf with pre-show Touch Tour: Sat 11 Oct, 2.30pm
BSL and Captioned perf: Sat 18 Oct, 2.30pm
No Friends discount

[Under 30s tickets available](#)

Theatre Royal sponsored by
Vertu

Michael Harrison in association with Cameron Mackintosh presents a new production of *Miss Saigon* as Boubil and Schönberg's legendary musical is reborn.

The soaring score features hit songs including: "The Heat is On in Saigon", "The Movie in My Mind", "Last Night of the World" and "The American Dream".

This epic production opens at Newcastle Theatre Royal in October 2025 ahead of a major UK tour!

In the last days of the Vietnam War, 17 year-old Kim is forced to work in a Saigon bar run by a notorious character known as The Engineer. There she meets and falls in love with an American GI named Chris but they are torn apart by the fall of Saigon. For 3 years Kim goes on an epic journey of survival to find her way back to Chris, who has no idea he's fathered a son.

The production will star: Seann Miley Moore (X Factor UK, *Miss Saigon*, International Tour, *Hedwig and the Angry Inch*, Australian Tour) reprising their celebrated role as The Engineer, recent Brit School graduate, Julianne Pundant, making her professional debut as Kim alongside exciting actor and singer Jack Kane as Chris, Dom Hartley-Harris (*Hamilton*, *Dreamgirls*) as John and Emily Langham (*Singin' in the Rain* International Tour, *Hello, Dolly!* London Palladium, *The Witches*, National Theatre) as Ellen.

The cast is completed by Mikko Juan (Hulu /BBC iPlayer's *Better Things*, *Urinetown: The Musical*) as Thuy and Ace (BBC 1's *The Voice*) as Gigi, Bea Ward as Alternate Kim, Aaron Teoh as Alternate for The Engineer, Jamil Abbasi, Aaron Aisoni, Daniel J Brian, Ann-Marie Craine, Ben Fenwick, Aaron Gonzales, Owen Johnston, Evita Khrome, Caleb Lagayan, Rayhan Lee, James Mateo-Salt, Shania Montevalde, Ryan Ocampo, Julius Sahr, Tonny Shim, Anh Koha Trn, Yiling Yang, Aimee Yue and Carmen Zhu.

You are a ballet company that also runs ballet classes for young children.



What should I look for when choosing a ballet class for my 7-year-old?



AI Mode

All

Forums

Short videos

Web

Images

Videos

More ▾

Tools ▾

AI chat bot
inside your
Google page

What should I look for when choosing a ballet class for my 7-year-old?

What to consider when choosing a ballet class for your 7-year-old

Choosing the right ballet class for your child involves considering several factors to ensure a positive and enriching experience. 🗨️

1. Child's interest and goals

- Does your child genuinely enjoy dancing and express a desire to learn ballet?
- Is ballet a passing fancy or a true passion they want to explore?
- Discuss their interests and goals with them before researching schools. 🗨️

2. Instructor qualifications and experience

- Seek out schools with qualified and experienced ballet teachers who specialize in teaching children.
- Teachers should ideally have a dance degree, relevant certifications (e.g., from the [Royal Academy of Dance](#)), or experience dancing professionally.
- Look for instructors who are patient, enthusiastic, and passionate about teaching young children. 🗨️

3. Curriculum and teaching approach

- Ensure the curriculum is age-appropriate and caters to the developmental stage of a 7-year-old.
- Classes should introduce basic ballet movements in a fun, engaging, and structured way.
- Look for a well-rounded curriculum that focuses on building technique and artistry, and potentially includes other dance styles like contemporary or jazz as they progress. 🗨️

4. Class size and structure

- Smaller class sizes can be beneficial as they allow for more individualized attention and a safer environment.
- A student-to-teacher ratio that ensures adequate guidance is ideal.
- Consider the class duration, frequency, and whether the structure promotes active learning and student engagement. 🗨️

5. Facility and environment

- **Safety:** The studio should have a sprung floor designed to absorb shock and reduce injury risk.
- **Cleanliness:** Look for clean and well-maintained facilities, including dressing rooms and bathrooms.
- **Space:** Ensure there's sufficient space for students to move and dance freely without colliding.
- **Location:** Choose a location that is convenient and safe for your family.
- **Atmosphere:** A positive, supportive, and inclusive environment where students feel

6. Performance opportunities

- Look for schools that offer regular performance opportunities, like recitals or showcases, to help build confidence and provide a chance to showcase skills.
- Consider the school's philosophy regarding competition, ensuring it aligns with your child's interests and readiness. 🗨️

7. Cost and schedule

- Consider tuition fees, additional costs like costumes and performance fees, and whether the schedule aligns with your family's needs.
- Inquire about potential scholarships or financial aid options if needed. 🗨️

8. Trial classes and observation

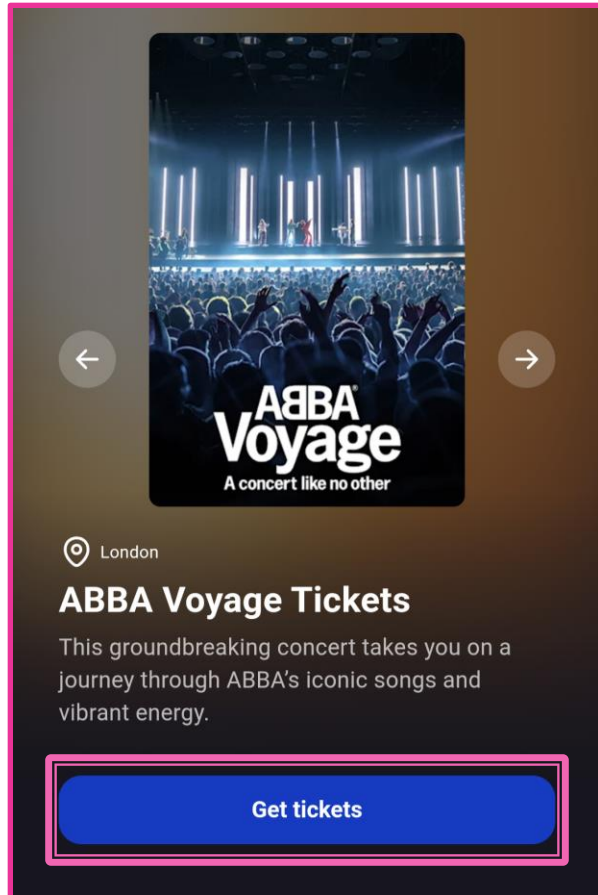
- Attend a trial class or observe a class in session to assess the teaching style, class structure, and student engagement.
- Observe your child's body language and reactions during and after the class. 🗨️

9. Communicate and get feedback


- Communicate openly with the dance school about your child's interests, goals, and any concerns you may have.
- Ask for feedback on your child's progress to ensure they are developing their skills effectively. 🗨️

**Without conversions,
your account will fail.**

Is it clear what they need to do?



← →




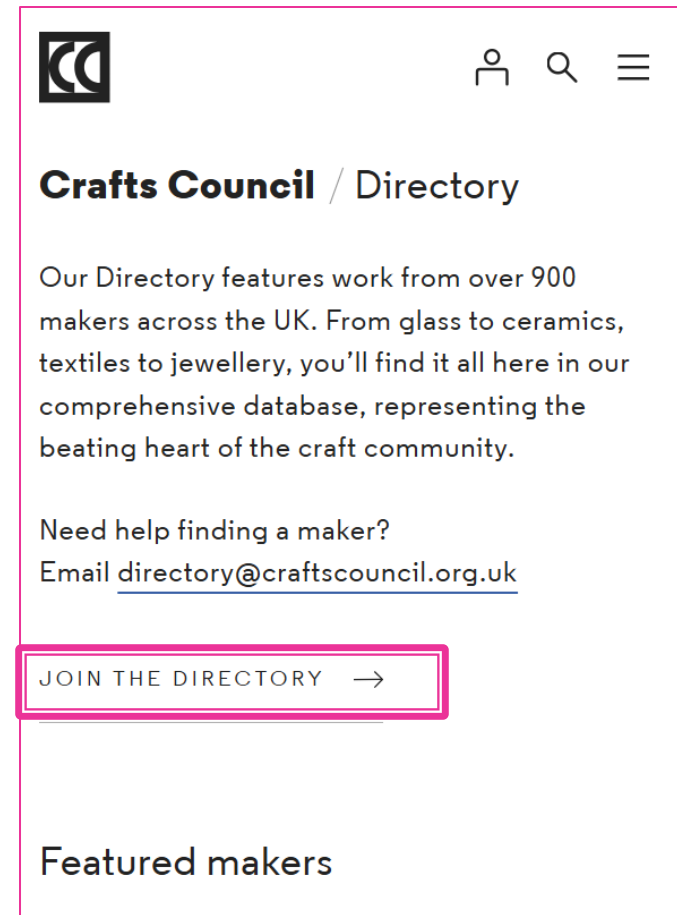
ABBA Voyage
A concert like no other

📍 London

ABBA Voyage Tickets

This groundbreaking concert takes you on a journey through ABBA's iconic songs and vibrant energy.

Get tickets



👤 🔍 ☰

Crafts Council / Directory

Our Directory features work from over 900 makers across the UK. From glass to ceramics, textiles to jewellery, you'll find it all here in our comprehensive database, representing the beating heart of the craft community.

Need help finding a maker?
Email directory@craftscouncil.org.uk

JOIN THE DIRECTORY →

Featured makers



Set up in G4 or / and Google
Tag Manager and imported
into
Ad Grants



It's not only about sales. Consider other conversions:

- Signing up to a newsletter
- Filling out a webform
- Watching a video
- Downloading a pdf
- Button click
- Link to your Eventbrite page
- Email link clicked

If you need help setting up or tracking conversions on your website, DCN can help.



James
Data Analytics and
Insights

POLL 2.

**Now let's look at
structuring your
advertising.**

Campaigns

Campaign



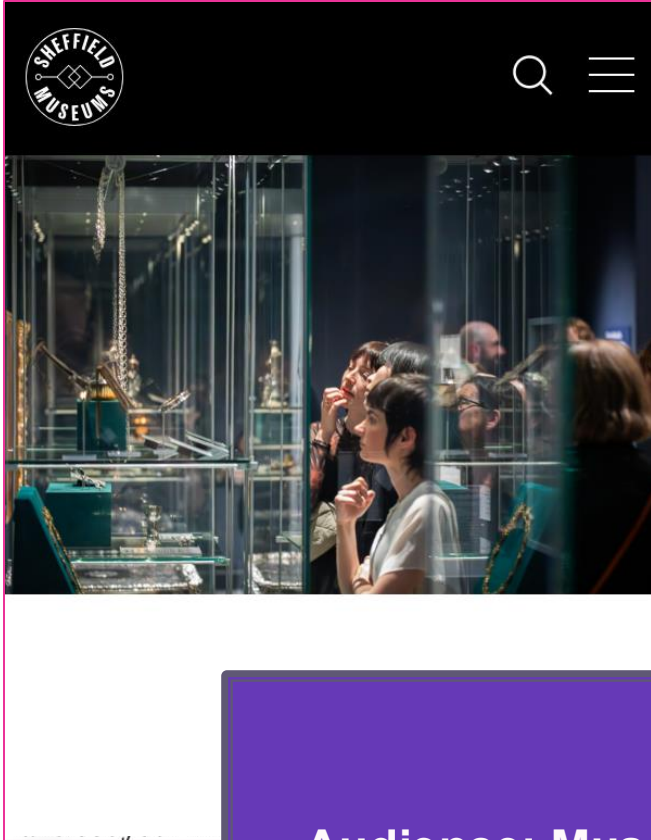
Ad Group

- ✓ Landing page
- Keywords
- Ad Copy

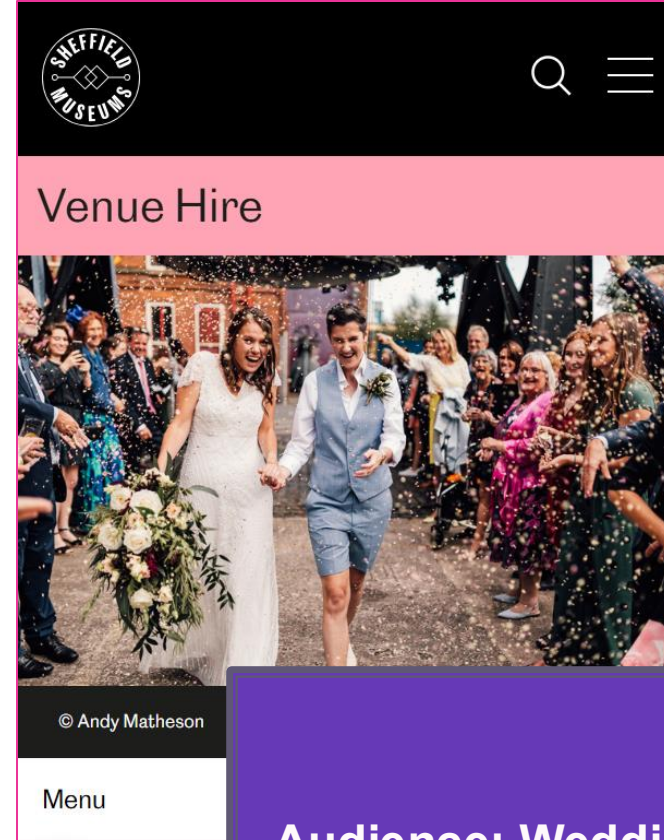
Ad Group

- ✓ Landing page
- Keywords
- Ad Copy

Campaign = Audience (interest)

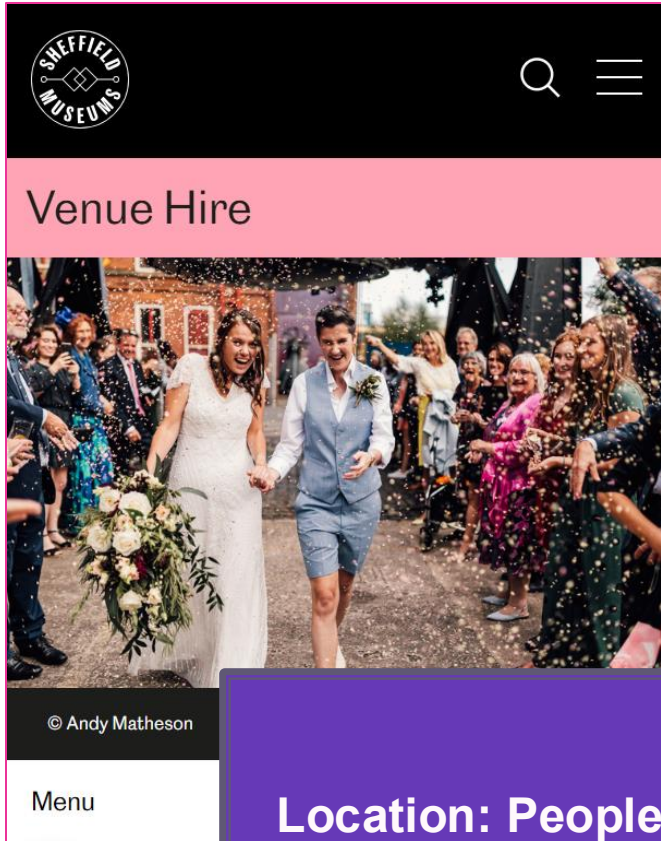


Audience: Museum-goers

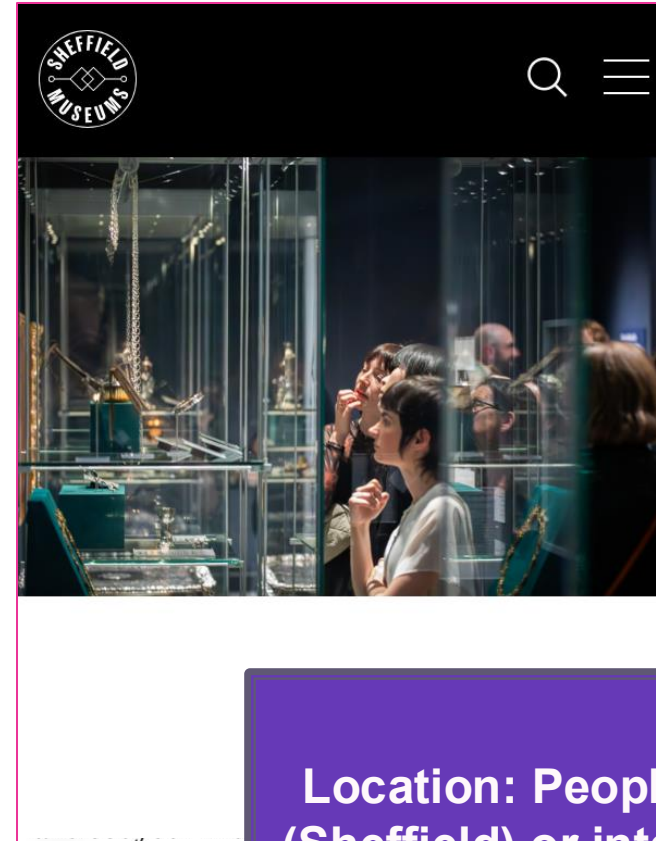


Audience: Wedding planners

Campaign = Geo location

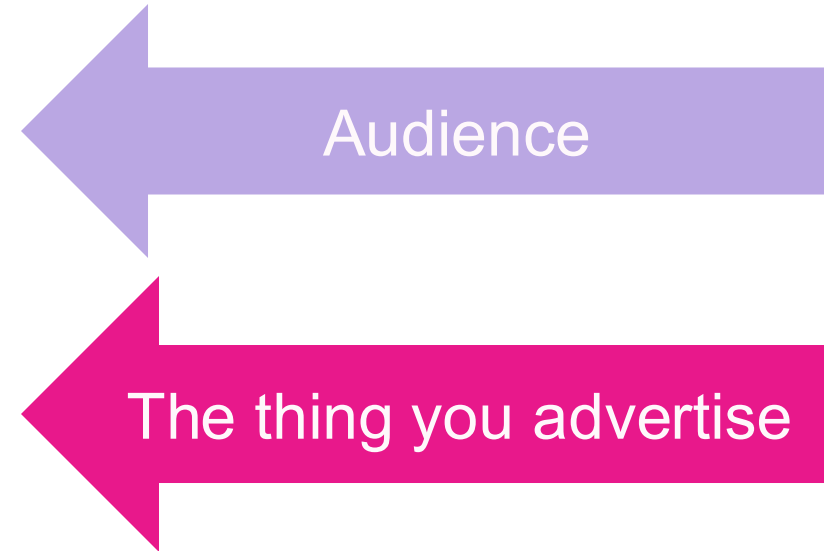
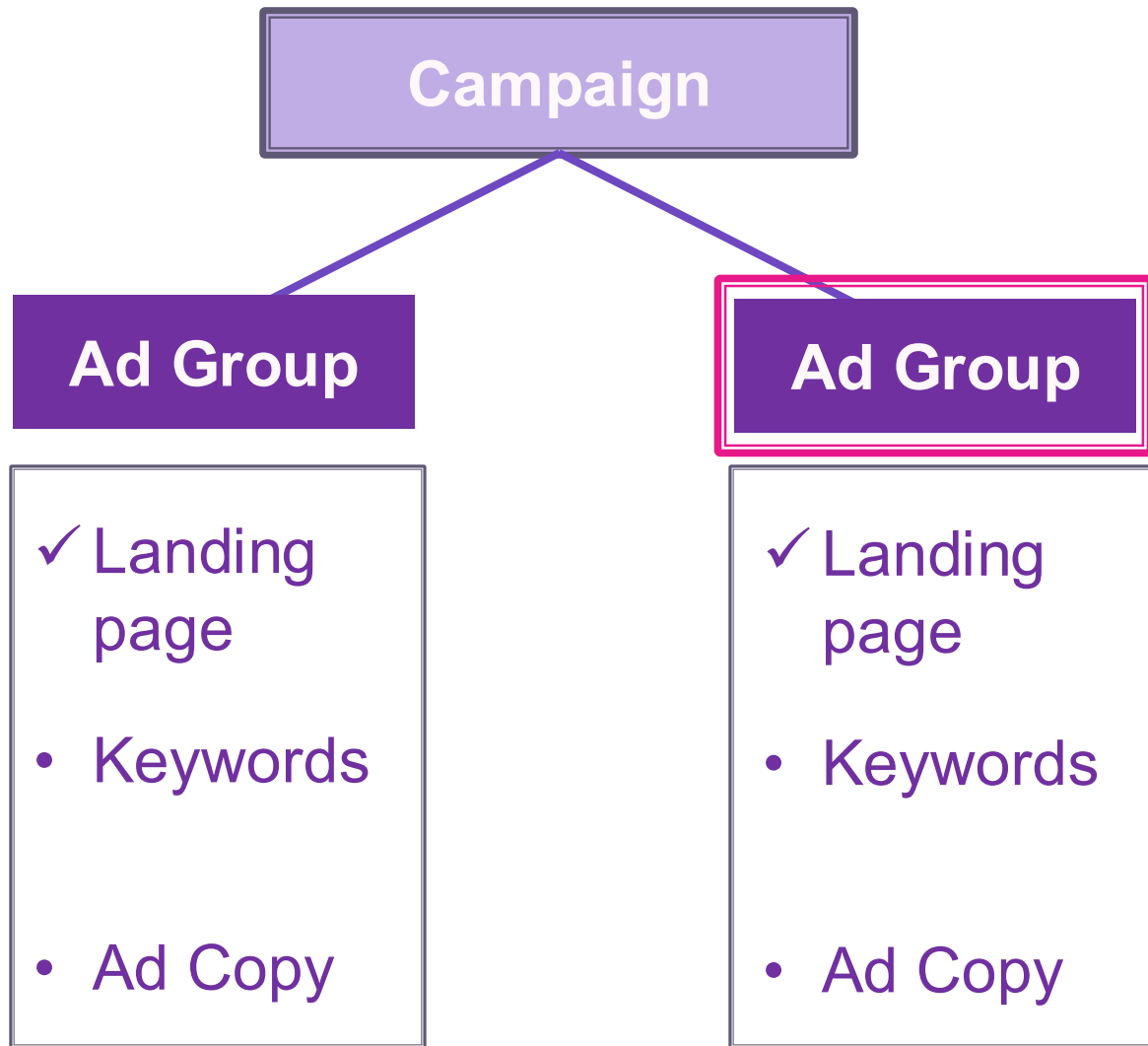


Location: People in location
(Sheffield)



Location: People in location
(Sheffield) or interested in the
location

Ad Groups





JOIN THE PEOPLE'S SHOW CHOIR

No auditions, No previous experience needed, just lots of fun and new friendships

START YOUR TWO WEEK FREE TRIAL

FIND YOUR LOCAL CHOIR HERE

Ad Group:

“You can join a choir even with no experience, without an audition.”

P Search Menu

Admission Prices

Find the right ticket for you

Standard Admission

Your admission ticket gives you entry into all our exhibitions and displays. Entry to the Ground Floor and the Print Room exhibition is FREE.

Adults – £17.00*

Under 18s – FREE

Art Fund Members – £8.50**

Pallant House Gallery Friends – FREE

Students (with TOTUM card or Student ID card) – FREE

Please see Concession prices below.

**Includes a £2.00 donation which allows us to claim Gift Aid on the whole ticket price.*

***Includes a £1 donation which allows us to claim Gift Aid on the whole ticket price.*

[Book your ticket](#)

Ad Group 1:
“Kids Go Free”

Ad Group 2:
“Students Go Free”

XIX
The Green Howards Museum

Visit About What's On Support Us Research Collection Learn News Shop

DISCOVER THEIR STORY
your family history | access our research service

Welcome to the regimental museum of the Green Howards where military stories of service and sacrifice meet personal tales of daring and adventure.

With 300 years of conflict and over 35,000 artefacts chronicling the lives of thousands of soldiers, The Green Howards Museum celebrates legacies of loyalty, discipline, courage, and camaraderie in war and in peace.

At The Green Howards Museum, our mission is to enable on-going access, engagement and learning through our collection. By telling inspiring stories, hosting vibrant events, and creating dynamic exhibitions, we are committed to respectfully preserving the integrity of our collection whilst illuminating and honouring our military heritage for both current and future generations.

And above all, we'll remember them.

OPEN: Monday to Saturday 10am to 4.30pm

BOOK TICKETS →

What's on

animal
lies

guided walk
TODAY

Ad Group: Brand

Brand terms

Ad Group: About

“We are a military museum in Yorkshire.”

→) LOG IN

📅 WHAT'S ON

♡ DONATE

✕ MENU



📅 WHAT'S ON

Globe Theatre Guided Tour

19 August - 31 October 2025

Twelfth Night or What You Will

19 August - 25 October 2025

The Merry Wives of Windsor

20 August - 20 September 2025

[SEE MORE EVENTS](#)

SHAKESPEARE'S
GLOBE

📍 VISIT

Plan your visit

▶ WATCH

Stream Shakespeare plays online

✦+ DISCOVER

Explore Shakespeare and the Globe

🧑 LEARN

Courses, resources and educational visits for all ages

♡ SUPPORT

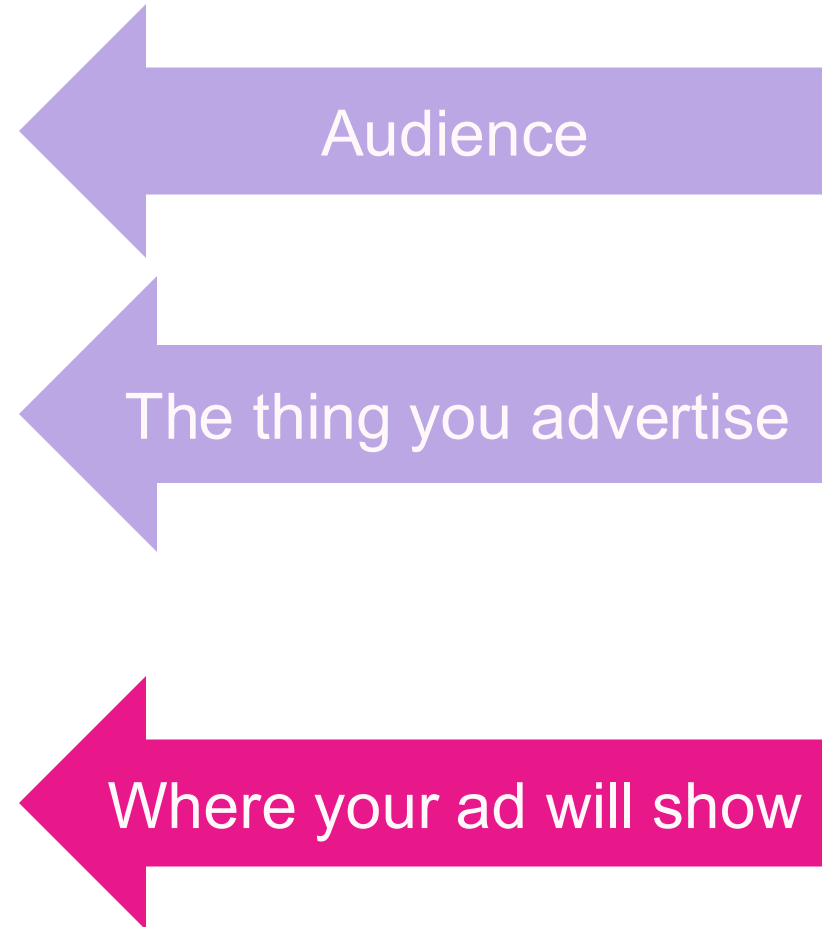
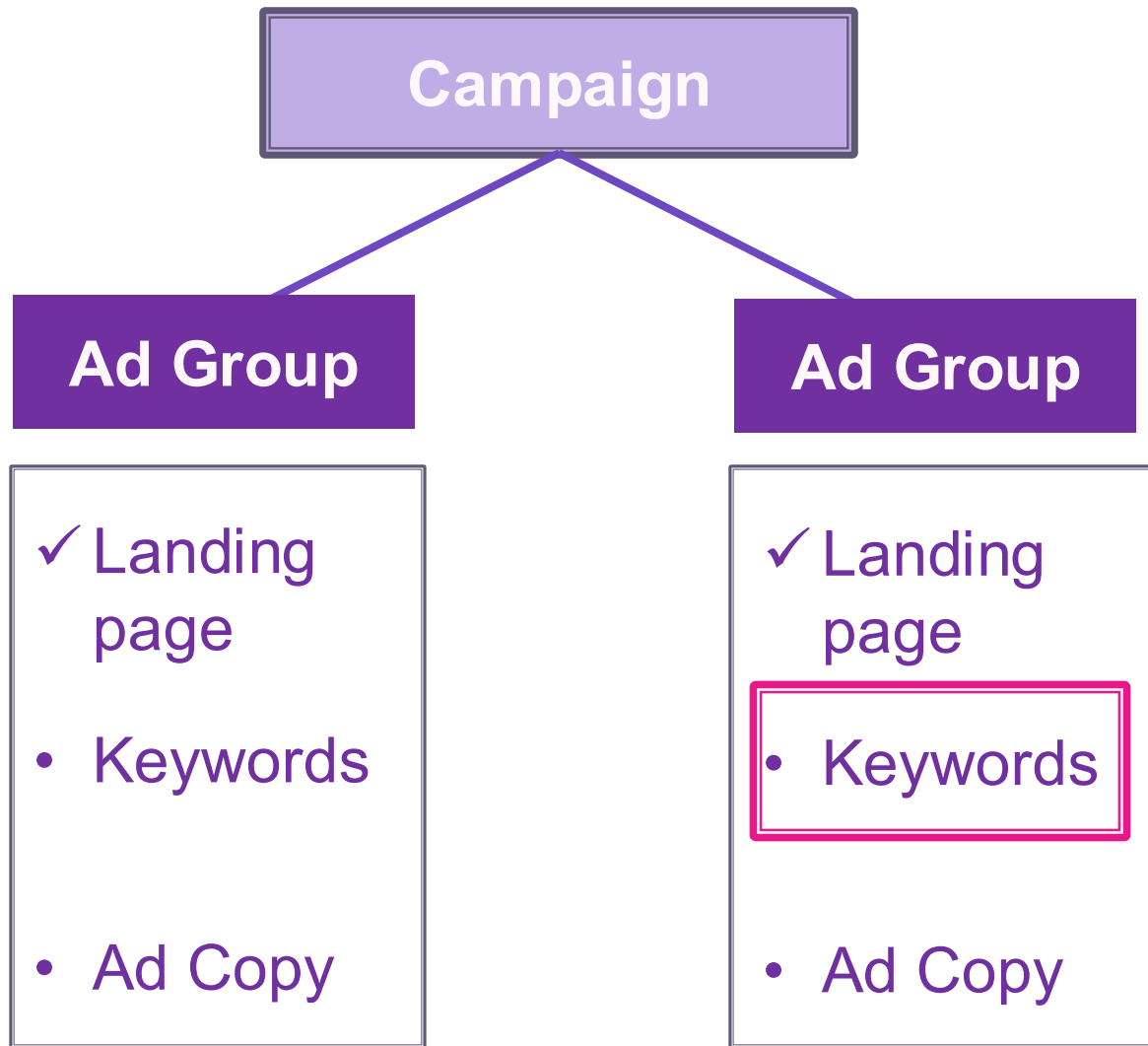
We need your support more than ever before

🛍 SHOP

Treat thyself



Keywords



Do I need to think of every possible key phrase my audience could type into Google?

No.

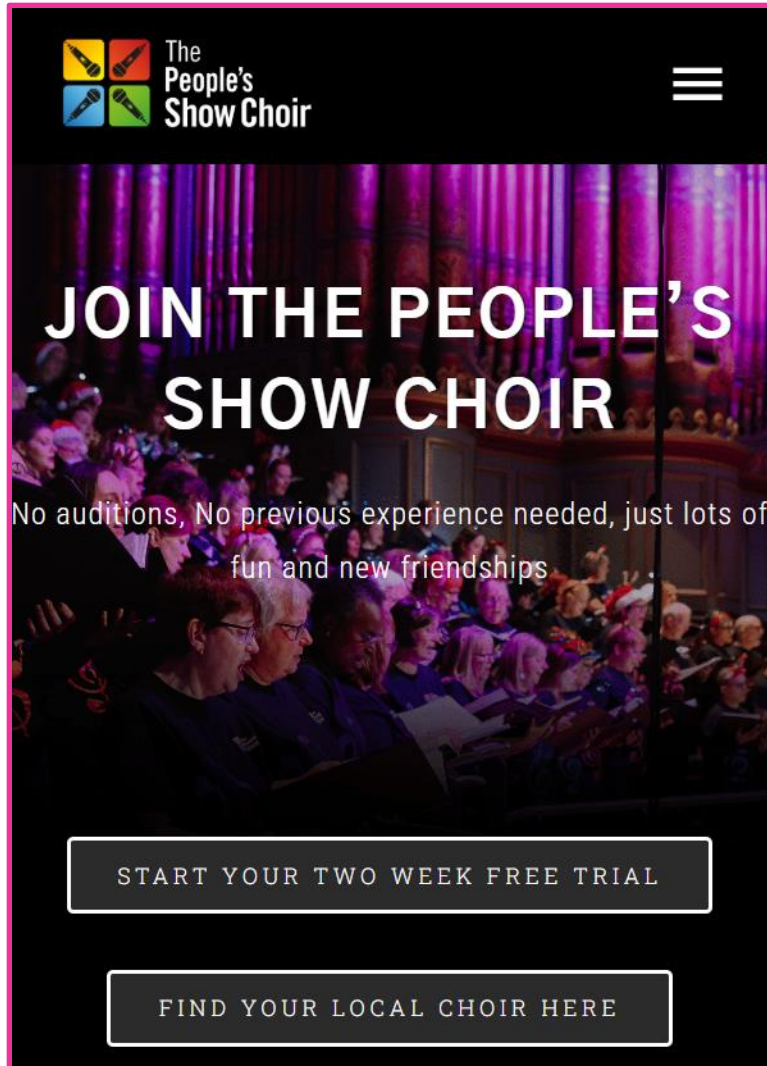
Keywords vs Search Terms

art gallery

You pick **Keywords** in your dashboard.

Search terms are what people put into Google

- art gallery
- contemporary art gallery
gateshead
- free exhibitions newcastle



The People's Show Choir

JOIN THE PEOPLE'S SHOW CHOIR

No auditions, No previous experience needed, just lots of fun and new friendships

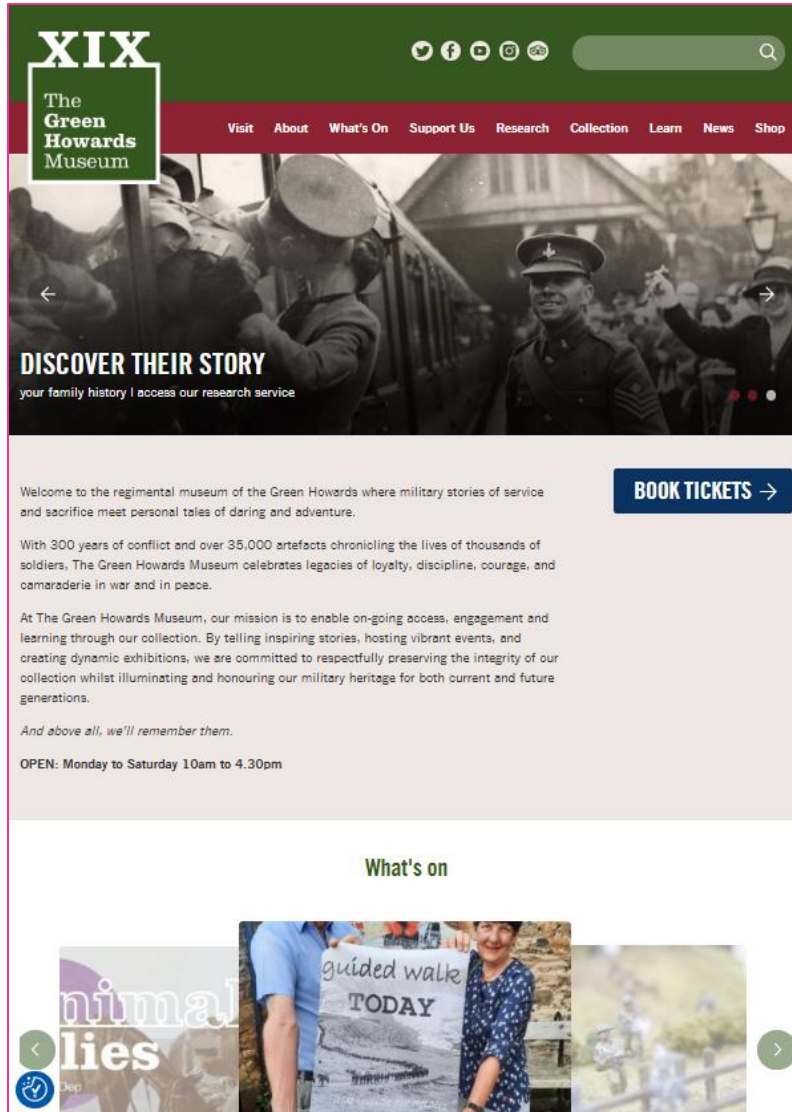
START YOUR TWO WEEK FREE TRIAL

FIND YOUR LOCAL CHOIR HERE

The screenshot shows a mobile website for 'The People's Show Choir'. At the top left is the logo, which consists of four colored squares (yellow, red, blue, green) each containing a microphone icon, followed by the text 'The People's Show Choir'. To the right of the logo is a white hamburger menu icon. The main content area features a background image of a choir performing on stage. Overlaid on this image is the text 'JOIN THE PEOPLE'S SHOW CHOIR' in large, white, bold, sans-serif font. Below this is a smaller line of text: 'No auditions, No previous experience needed, just lots of fun and new friendships'. At the bottom of the page, there are two white rectangular buttons with black text: 'START YOUR TWO WEEK FREE TRIAL' and 'FIND YOUR LOCAL CHOIR HERE'.

Keywords:

- community choir [city name]
- no audition choir [city name]
- choir near me [city name]
- beginner friendly choir



Keywords (brand):

- green howards museum

Keywords (about):

- war museum
yorkshire
- military
museums
yorkshire
- british army
history museum

→ LOG IN WHAT'S ON

○


♡ DONATE

☰ MENU

WHAT'S ON.


BY EVENT BY DATE

FILTER

 **PERFORMANCES**

Globe Theatre

Experience London's iconic open-air theatre all year round, including [midnight matinées](#)



The Merry Wives of Windsor

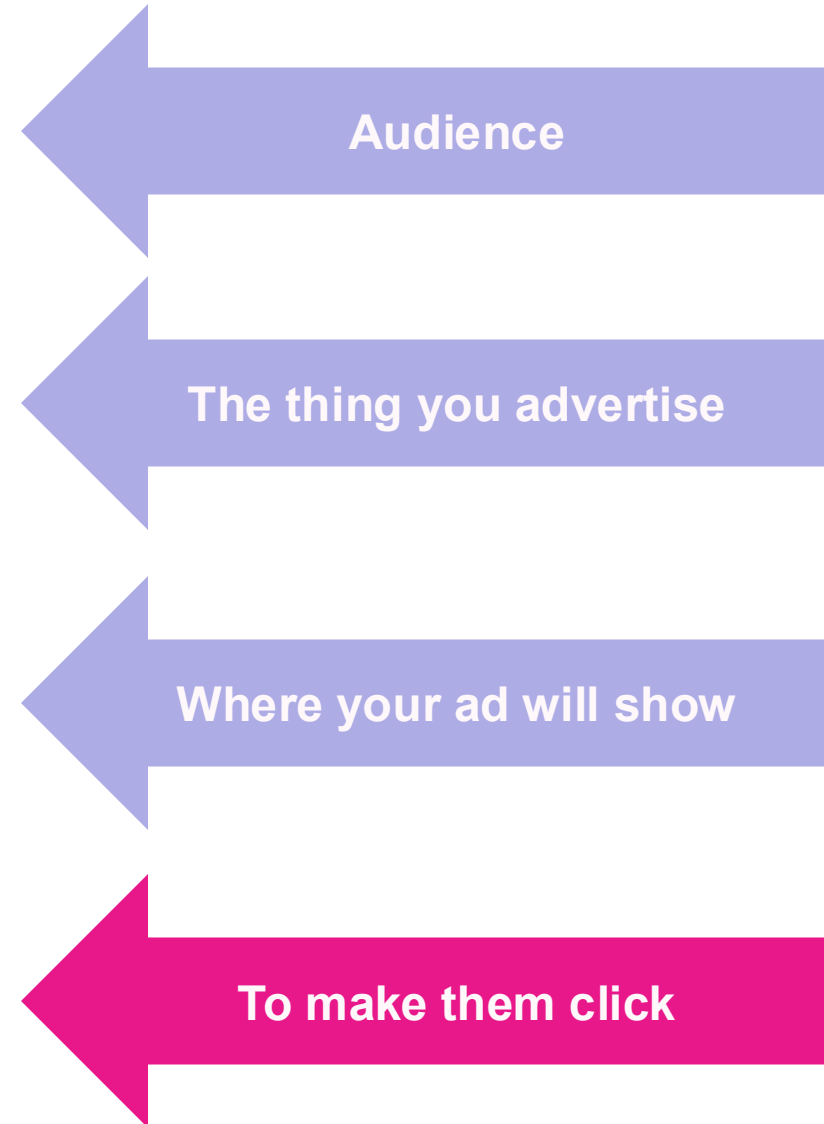
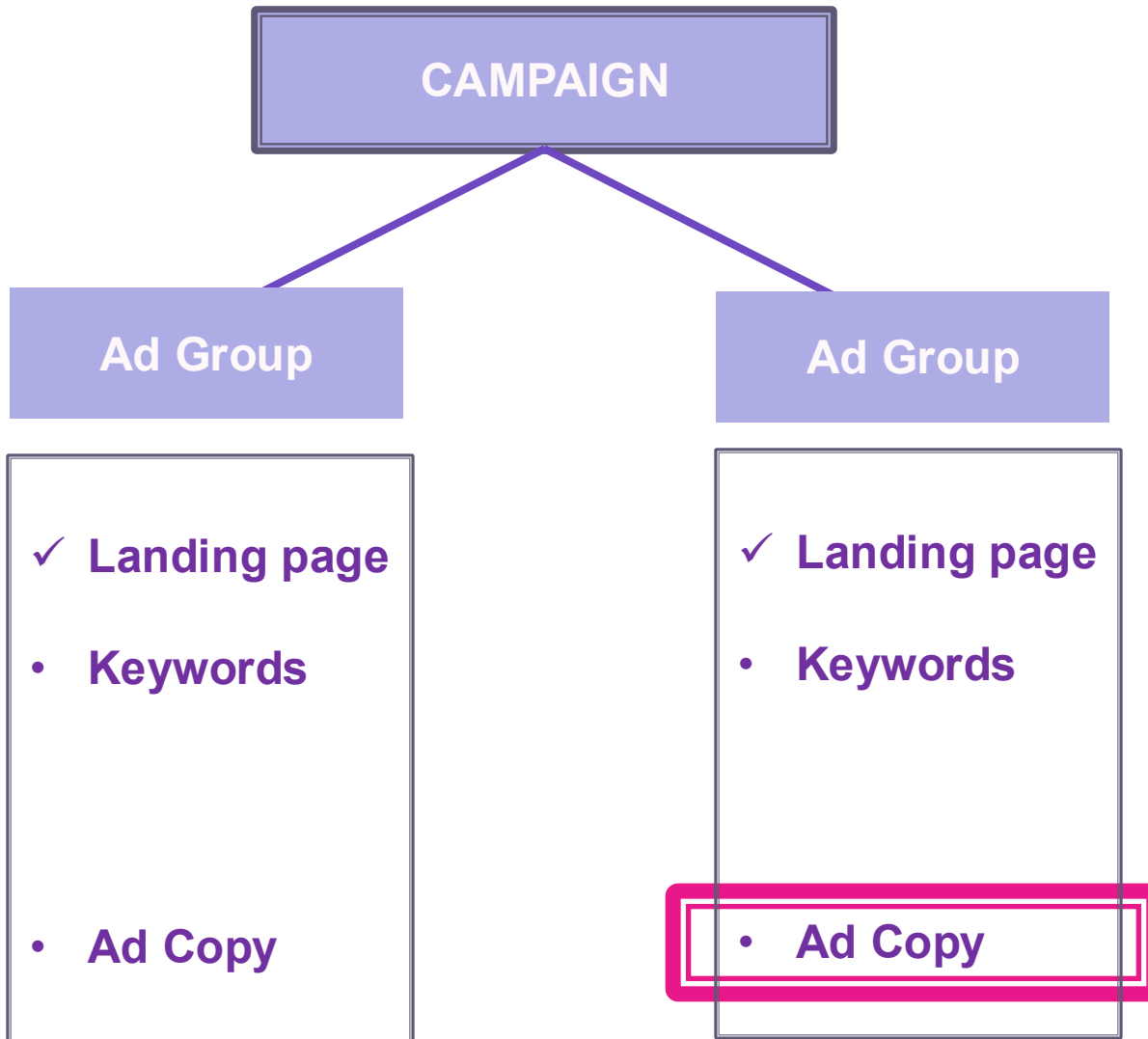
Keywords (Programming)

- shakespeare's globe what's on
- shakespeare's globe shows
- globe theatre schedule
- shakespeare's globe play times
- what to see at the globe theatre

The screenshot shows a website interface for the play 'The Merry Wives of Windsor'. At the top, there is a dark green navigation bar with icons for 'LOG IN', 'WHAT'S ON', 'DONATE', and 'MENU'. Below the navigation bar is a large image of three actors in period costumes. The central actor is wearing a red tunic and a white hat with large antlers. The text 'THE MERRY WIVES OF WINDSOR' is overlaid on the image. Below the image, the dates '20 August - 20 September' and the location 'Globe Theatre' are displayed. The price range is listed as 'Prices: £80.00 - £5.00'. A red button with a ticket icon and the text 'BOOK NOW' is positioned at the bottom of the promotional area. A small circular logo is visible in the bottom left corner of the screenshot.

Keywords (individual shows)

- watch merry wives of windsor
- see merry wives of windsor
- merry wives of windsor on stage
- merry wives of windsor near me
- merry wives of windsor london



Ads – Headlines and Descriptions

Sponsored



Dancebuzz
<https://www.dancebuzz.co.uk>

Beginner Ballet Classes for Adults on weekday evenings

Improve posture, gain elegance and grace, develop strength and flexibility in our progressive Beginners Adult Ballet classes. Welcoming, supportive environment. Evening and weekend...



Sponsored



Angelina Jandolo Dance
<https://www.angelinajandolodance.com>

Ballet classes In London | Ballet for children & adults

Ballet, tap, street dance – whatever your favourite, we offer structured, friendly classes. Ballet for adults in children in locations across London with Angelina and her teachers! Meet The Team. View Locations. Watch Free Videos.

Tt Headlines 0/15 ? View ideas ^

Headline
Required 0 / 30

Headline
Required 0 / 30

Headline
Required 0 / 30

Headline
0 / 30

Tt Descriptions 0/4 ? View ideas ^

Description
Required 0 / 90

Description
Required 0 / 90

+ Description

Recap:

How many audiences do you serve?

- These are your Campaigns

What are you advertising?

- These are your Ad Groups

What will people search for when looking for what you offer?

- Base your keywords on that. Don't duplicate.

Is your landing page aligned with:

- The ad copy
- The keywords you are targeting in the Ad Group?

Is the thing you are advertising prominent on the landing page?

Does your landing page answer all questions the visitors may have?

Are your conversions prominent on your website?

Do your Ad Grants “see” them?

Limitations

Don't expect to get the same results with Ad Grants as you would with paid Google Ads.

Google Ads

Limitations

Search Ads will only work if people are searching for whatever you offer.

Open today from 10am - 6pm. Free entry. Accessibility Search Q


Ground Floor Ground Floor

Harold Offeh: The Mothership Collective 2.0

5 Jul 2025 - 1 Feb 2026

Harold Offeh's *The Mothership Collective 2.0*, devised for communities, adults, children, young people and families is a platform for play, gathering, curiosity, imaginative making and thinking.

In partnership with Tramway



...and finally

Don't be afraid.

Google Ad Grants is free money, so if something doesn't work, scrap it and try again.

POLL 3.

Confused? I'm here to help

- ✓ Is Ad Grants the right thing for me?
- ✓ How do I apply?
- ✓ I cannot log into my account
- ✓ My account is suspended
- ✓ Creating my first Ad Grants strategy / new strategy
- ✓ Auditing and troubleshooting accounts



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Get in Touch



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[@ace_dcn](https://twitter.com/ace_dcn)



[Showcase/Digital-Culture-Network](https://www.linkedin.com/showcase/digital-culture-network)



[DigitalCultureNetwork](https://www.youtube.com/channel/UC...)

Q&A